

What is LeadiD TCPA?

In October of this year, significant changes to the Federal Communications Commission's ("FCC") rule implementing the Telephone Consumer Protection Act ("TCPA") will go into effect, bringing the issue of valid consumer consent to the forefront of the minds of regulators and class action attorneys alike. The new changes will require prior express written consent for all autodialed and prerecorded telemarketing calls, as well as for text messages sent to cell phones. LeadiD's TCPA application provides lead buyers and sellers with the ability to document that the specified TCPA disclosures were provided to and consent obtained from the consumer during the lead event prior to the information being submitted.

How do I enable LeadiD TCPA?

Simply add the LeadiD recommended form field to your form.

Step 1: Log-in

Go to the LeadiD.com Portal at <https://app.leadid.com/login>

Step 2: Get New Code

Go to Create > My Campaigns > Get Code. Scroll to the new section at the bottom and follow the instructions for the appropriate set-up type (with or without a check box). Do not forget to replace the Disclosure placeholder text with the actual Disclosure text.

TCPA Field Label	TCPA Disclosure - checkbox	TCPA Disclosure - no checkbox
	The recommended TCPA form field label and input value, are separate from the LeadiD script and should be placed on the form page before the user is required to submit their personal information. NOTE: by implementing the LeadiD TCPA disclosure tag, you are granting permission for LeadiD to provide a copy of the disclosure displayed on the form to companies that audit your LeadiDs.	The recommended TCPA form field label and input value, are separate from the LeadiD script and should be placed on the form page before the user is required to submit their personal information. NOTE: by implementing the LeadiD TCPA disclosure tag, you are granting permission for LeadiD to provide a copy of the disclosure displayed on the form to companies that audit your LeadiDs.
	CODE: <pre><label><input type="checkbox" id="leadid_tcpa_disclosure" />[ENTER DESIRED OR SPECIFIED DISCLOSURE TEXT HERE]</label></pre>	CODE: <pre><label><input type="hidden" id="leadid_tcpa_disclosure" />[ENTER DESIRED OR SPECIFIED DISCLOSURE TEXT HERE]</label></pre>
	OR CODE: <pre><input type="checkbox" id="leadid_tcpa_disclosure" /><label for="leadid_tcpa_disclosure">[ENTER DESIRED OR SPECIFIED DISCLOSURE TEXT HERE]</label></pre>	OR CODE: <pre><input type="hidden" id="leadid_tcpa_disclosure" /><label for="leadid_tcpa_disclosure">[ENTER DESIRED OR SPECIFIED DISCLOSURE TEXT HERE]</label></pre>
	<pre></form> ... </body></pre>	<pre></form> ... </body></pre>

Step 3: LeadiD Audit API & Marketplace App (optional)

Though this step is optional it is the best practice method to obtain real-time actionable data from LeadiD. The Audit API serves as your own authentication providing you both the point of view and the insights that your lead buyer will see.

Important Note: The LeadiD Audit API is a required step if you wish to leverage the LeadiD TCPA compliance solution. This solution enables LeadiD to maintain and store a "back-up" record of the lead event as proof that the appropriate TCPA disclosures were present and consumer consent was obtained during the lead event. If you do not utilize the Audit API then LeadiD will not store any lead records at this time.

To activate the LeadiD TCPA App and Audit API:

1. For the Audit API documentation please go to the Member Portal Library: app.leadid.com/library
2. To enable the LeadiD TCPA compliance solution, please go to the Member Portal --> Marketplace --> Activate the TCPA app

Multiple Disclosure Implementation

For lead events which require multiple disclosures, the creator is able to add up to four total disclosures on a single form. When a buyer audits the lead, they will be able to audit against only one disclosure and verify consent given for the audited disclosure.

To implement multiple disclosures, use the same code found in the member portal and referenced in Step 2 of the LeadiD TCPA Implementation. The same input tag will be used for each disclosure, changing the ID value in the tag. The ID's for the disclosures will be as follows:

- leaidid_tcpa_disclosure
- leaidid_tcpa_disclosure_2
- leaidid_tcpa_disclosure_3
- leaidid_tcpa_disclosure_4

An example of the code (utilizing the checkbox example from Step 2) would look like:

```
<label><input type='checkbox' id='leaidid_tcpa_disclosure' />[Enter first desired or specified disclosure text here]</label>

<label><input type='checkbox' id='leaidid_tcpa_disclosure_2' />[Enter second desired or specified disclosure text here]</label>

<label><input type='checkbox' id='leaidid_tcpa_disclosure_3' />[Enter third desired or specified disclosure text here]</label>

<label><input type='checkbox' id='leaidid_tcpa_disclosure_4' />[Enter fourth desired or specified disclosure text here]</label>
```

LeadiD TCPA Compliance App

Section	Name	Value	Description
TCPA Disclosure			
	disclosure	0	The LeadiD TCPA disclosure field label was not present during the lead event.
		1	The specified/approved disclosure was present during the lead event.
		2	A non-specified/unapproved disclosure was present during the lead event.
	disclosure_rule	#	Returned flag for disclosure rule
TCPA Consent			
	consent	0	No checkbox present.
		1	Consent actively provided (consumer checked box).
		2	Consent passively provided (checkbox pre-checked).
		3	Consent passively declined (checkbox was present but consumer did not check the box).
		4	Consent actively declined (checkbox was pre-checked and consumer unchecked the box prior to submitting form).
	consent_rule	#	Returned flag for consent rule.
Disclosure Value			
	raw_response	text	This is the desired disclosure value contained in the audit profile. If it is a match to what was contained on the form, it is returned back in the audit response.
Conspicuousness of Disclosure			
	prominence	0	The font size of the disclosure is unknown.
		1	The font size is at least 16 pixels (12pt).
		2	The font size is between 6px and 15px (4-11pt).
		3	The font size is less than 6px (4pt).
	prominence_value	##	A calculated score based on the font size of the disclosure found on the page. The range is from 0-100 where 100 is over 16 pixels and 0 is below 6 pixels.
	prominence_rule	#	Returned flag for font prominence rule.
	contrast	0	The contrast of the font color to background color is unknown.
		1	The contrast of the font color to background color is high.
		2	The contrast of the font color to background color is medium.
		3	The contrast of the font color to background color is low.
	contrast_rule	#	Returned flag for font contrast to background rule.

Section	Name	Value	Description
TCPA Disclosure			
	visibility	0	The visibility of the disclosure is unknown.
		1	The overall visibility of the disclosure is high.
		2	The overall visibility of the disclosure is reasonable.
		3	The overall visibility of the disclosure is low.
	visibility_value	##	A calculated visibility rating based on the contrast of the font size to the background and the disclosure's font size. The range is from 0-100 where 100 represents the most visible and 0 is the least visible.
	visibility_rule	#	Returned flag for font visibility rule.
Visual Documentation			
	documentation	1	Event documentation has been stored
		2	Event documentation has been partially stored
		3	Event documentation has not been stored
Sample			
	tcpa": { "disclosure": 1, "consent": 1, "raw_response": "IF DESIRED DISCLOSURE PRESENT THEN VALUE RETURNED IN AUDIT RESPONSE.", "disclosure_rule": 1, "consent_rule": 1, "result": 1		<tcpa> <disclosure>1</disclosure> <consent>1</consent> <raw_response> IF DESIRED DISCLOSURE PRESENT THEN VALUE RETURNED IN AUDIT RESPONSE </raw_response> <disclosure_rule>1</disclosure_rule> <consent_rule>1</consent_rule> <result>1</result> </tcpa>